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FROM: Howard Sobelman PHONE: 602-382-6228

RE: U.S. Serial No. 10/010,947

## MESSAGE:

Amendment and Reply (4 pgs.)

Thank you.  
Howard Sobelman

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ORIGINAL DOCUMENT: Will not be sent NUMBER OF PAGES (Including Cover): 5

CONFIRMATION NO.: CLIENT MATTER NO.: 40655.7600

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Date: July 14, 2006By: Deborah A. MeierIN THE UNITED STATES PATENT AND TRADEMARK OFFICEPATENT

Applicant(s):	Mark Haines, et al.	Docket No.:	40655.7600
Serial No.:	10/010,947	Group Art Unit:	3622
Filed:	November 6, 2001	Examiner:	Alvarez, Raquel
Title:	SYSTEM AND METHOD FOR NETWORKED LOYALTY PROGRAM	Confirmation No.:	5619

AMENDMENT AND REPLY

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Arlington, VA 22313-1450

Dear Commissioner:

In reply to the Office Action mailed on June 14, 2006, of which this reply is filed within the one month shortened statutory period for reply, please consider the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 4 of this paper.